PTO/SB/08A (08-03)

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Substitute for form 1449/PTO

Sheet 1

08/11/04

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known					
Application Number	09/749,255				
Filing Date	27 DECEMBER 2000				
First Named Inventor	FLICKINGER				
Art Unit	2611				
Examiner Name	SHELTON, BRIAN K.				
Attorney Docket Number	T727-10				

U. S. PATENT DOCUMENTS Cite No. Examiner Name of Patentee or Document Number Publication Date Pages, Columns, Lines, Where Initials* MM-DD-YYYY Applicant of Cited Document Relevant Passages or Relevant Figures Appear Number-Kind Code² (# known) US-US-US-US. US-US-US-US-ÜŠ-US-US-US-US-US-US-US-US-US-US-

		FOREIG	GN PATENT DOCL	IMENTS		
Examiner Initials*	Cite No.1	Foreign Patent Document Country Code ³ "Number * "Kind Code* (<i>if known</i>)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	Τ*
BS	BF	WO99074561	01-28-1999	ALEXANDER		_
BS	BG	WO9827723	06-25-1998	YUEN		
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. Applicant's unique citation designation number (optional). See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. Senter Office that issued the document, by the two-letter code (WIPO Standard ST.3). For Jananese patent documents, the indication of the year of the reference of the property of the pro Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. Skind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.



ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18 Stylesheet Version v18.0

> Title of Invention

Scheduling and Presenting IPG Ads in Conjunction with Programming Ads in a Television Environment.

Application Number:

09/749255

Confirmation Number:

5795

First Named Applicant:

Gregory Flickinger

Attorney Docket Number: T727-10

Art Unit:

2611

Examiner:

Brian Shelton

Search string:

(6425134 or 6459427 or 6631523 or 6675385

or 6446082).pn.

US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
B	1	6425134	2002-07-01	CRANDALL			
BS	2	6459427	2002-10-01	MAO			
BS	3	6631523	2003-10-01	MATTHEWS			,
BS	4	6675385	2004-01-01	WANG			
BS	5	6446082	2002-09-01	ARITA			

Signature

Examiner Name	Date
Bin Slekon	19/22/04

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INFORMATION DISCLOSURE

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STATEMENT BY APPLICANT (Use as many sheets as necessary)

Complete if Known				
Application Number	09/749,255			
Filing Date	27 DECEMBER 2000			
First Named Inventor	FLICKINGER			
Art Unit	2611			
Examiner Name	SHELTON, BRIAN K.			
Attorney Docket Number	T727-10			

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Examiner Initials*	Cite No.1	Document Number Number-Kind Code ^{2 (f known)}	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
BS	ΑE	^{US-} 6,141,010	10-31-2000	Hoyle, Martin	
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	FOREIGN PATENT DOCUMENTS							
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				Application Number	09/749,255
INFOR	RMATION	DIS	CLOSURE	Filing Date	27 DECEMBER 2000
STATI	EMENT B	ΥA	PPLICANT	First Named Inventor	FLICKINGER
	Use as many she			Art Unit	2611
				Examiner Name	SHELTON, BRIAN K.
Sheet 2		of	2	Attorney Docket Number	T727-10

T727-10

of 2

		NON PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
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BS	СВ	CLARIA WEBSITE, www.CLARIA.COM; 4/5/04; 5 pps.	
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Electronic Information Disclosure Statement

Scheduling and Presenting IPG Ads in Conjunction with Programming Ads in a Television Environment

Application:

09/749255

Confirmation:

5795

Applicant(s):

Gregory Flickinger

Docket Number:

T727-10

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Group Art Unit:

search string:

2611

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Examiner:

Unknown

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■ That each item of information contained in the information disclosure statement was cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

llinit	Citation No.	Patent Number	Date	Bar Code	Patentee	Class	Subclass
BS	P01	5600364	1997-02-04		Hendricks et al	348	1
Bs	P02	5635978	1997-06-03		Alten et al	348	7
DS)	P03	5758259	1998-05-26		Lawler	155	5.1



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